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EXPO COMM™

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EXPO COMM, THE EVENT WITHIN THE EVENT DEDICATED TO UNIFIED COMMUNICATIONS

(BETHESDA, MD September 13th 2011) — The introduction of Communication and Integrated Services is made advantageous through various devices. Some of the trends that interest and attract Italian companies and public administration the most are those that view these solutions as an important strategic lever that betters the efficiency of company operations and that satisfy the necessity of maximum mobility which more than ever defines the workplace. The affirmation of these trends is exemplified in **SMAU Milano 2010** (over 2,700 managers signed up) as well as **2011 SMAU Roadshow** (over 3000 managers already signed up in total) and have registered a number of industry specific visitors interested in topics tied to advanced communication systems. This is why the 48th edition of **SMAU Milano** (to be held October 19-21, 2011) will focus particular attention on these topics in **EXPO COMM**, an event within the event focusing on the solutions for Unified Communication and Collaboration concentrating in particular on large enterprise. The event will take place inside the Salone Milanese thanks to the collaboration with SMAU's international partner E.J. Krause.

EXPO COMM is a global brand name that already takes place on four continents. The 2011 project in **SMAU Milano** represents the first step towards the development of a broader platform dedicated to Unified Communications and Collaboration in Italy.

The core of the **EXPO COMM** project taking place within **SMAU 2011**, will be the conference scheduled to take place Thursday morning: participants will include the top European companies which have been among the first to become the leaders in solutions for Unified Communications and Collaboration. The Italian companies represent the best in telecommunication operators, software houses and integrated systems providers. The presentation of the principal issues within the Italian context and the moderator of the round table will be Professor Mariano Corso, head of Scientifico dell'Osservatorio Unified Communications and Collaboration of the School of Management from the Politecnico of Milano. The objectives of the discussion will also be heightened thanks to the participation of various industry leaders in telecommunications. Among those already confirmed are Aastra, Cisco, Siemens and Telecom Italia.

Immediately following the conference, an opportunity will be provided to meet with the protagonists in the industry. During an executive lunch, the conference speakers and several participants selected from among CIO's, young entrepreneurs, and journalists will have the chance to experience a more in depth discussion on the topics addressed in the conference.

The **EXPO COMM** event will be presented also within the framework of an exhibition area inside the **SMAU** pavilion where one can once again meet with the protagonists and the top providers of telecommunication services that were already a part of the round table discussions. The visitors inside the Salone will be able to experience a hands on approach to the newest technology in products and services and will see demonstrations relative to the world of telecommunications and infrastructure platforms.

“The data taken from the industry associations with which we are in constant contact, comments the CEO of SMAU Pierantonio Macola – clearly indicates the necessity for Italian companies to deepen their knowledge of the advantages that they can take from the utilization of advanced systems of communication: due to this fact, Smau could not miss the opportunity to focus on this issue. Moreover, thanks to the partnership with E.J. Krause, one of the top leaders in the organization of global events dedicated to this topic, will allow us to concentrate on the state of the utilization of Unified Communications and Collaboration as it relates to Italian companies at an international level and will give a greater context to the overall event.”

“We are certain that the collaboration with a partner such as SMAU will allow us to create an important technological platform that focuses on the concrete development of Unified Communications in Italy” – states Ned Krause, CEO of E.J. Krause and Associates. The international backdrop demonstrates that in spite of the global economic crisis we are experiencing, the expansion of new technology is strong. Together with SMAU, we are proud to present this first step towards a broader and more comprehensive project dedicated to advanced systems of communication.”

The collaboration between **SMAU** and **E.J. Krause** in Milan represents the first step towards the design of a much broader event that will ultimately develop into an event dedicated to Telcos with a much wider scope which will also be incorporated within the venue of the SMAU Business Roadshow in Rome.

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